Philip Morris USA — Shipments

PM-USA
SECOND QUARTER PERFORMANCE
W/E 4/15/94

Shipments

- All shipment performance benchmarks continue to be favorable.
- PM's weekly volume of 4.7 billion units was above last year (~~+88%~~), stronger than projection (+59%) and ~~comparable to~~ the prior week (+3%). Adjusted for McLane excess, PM volume would be approximately 4.0 billion units.
- PM-USA brand allocations were changed effective with Monday, April 18 shipments.
  - Total allocation is 4.5 billion units per week.
  - Marlboro and Basic will be at 115%; all other brands at 110% (except FVB).
- PM-USA is ~~3.9~~ billion units above second quarter-to-date projection.
  - Absence of 1Q 94 trade program resulted in no payback (+2.3 billion).
  - Above average shipments to McLane and CoreMark (+1.3 billion).
  - Stronger going rate (+0.3 billion).
- Industry volume for the week remained above norm at ~~10.2~~ billion units. American and Liggett were both above forecast (>10%).
- On a 13wm basis, PM-USA's share of 43.9% remained above second quarter target.

Source: https://www.industrydocuments.ucsf.edu/docs/pxfj0004